

## PRIVACY POLICY

AlarmLine Security Ltd is a family run business based in Lincolnshire, registered in England and Wales. (Referred to as "we" or "us" in this policy).

### OVERVIEW

Maintaining the security of your data is essential at AlarmLine Security, and we are committed to respecting your privacy rights. We pledge to handle your data fairly and legally at all times. AlarmLine Security is also dedicated to being transparent about what data we collect about you and how we use it.

This privacy policy applies to information we collect about you from information you have provided us via:

- Enquiries submitted via our website.
- Enquiries made via email, social media or telephone.

This policy provides you with information about:

- how we use your data;
- what personal data we collect;
- how we ensure your privacy is maintained; and
- your legal rights relating to your personal data.

### HOW WE USE YOUR DATA

#### General

AlarmLine Security uses your personal data:

- to provide goods and services to you;
- to administer any contracts that you hold with us;
- for crime and fraud prevention, detection and related purposes;
- where we have a legal right or duty to use or disclose your information (for example in relation to an investigation by a public authority or in a legal dispute).

We may also use aggregate information and statistics for the purposes of monitoring website usage in order to help us to develop our website and our services. We may also provide such aggregate information to third parties. These statistics will not include information that can be used to identify you. See our Cookies Policy for website usage.

## **WHAT PERSONAL DATA DO WE COLLECT?**

AlarmLine Security may collect the following information about you:

- your name,
- your contact details: postal address including billing and Installation addresses, telephone numbers (including mobile numbers) and e-mail address;
- purchases and orders made by you;
- your key holders names and contact numbers along with password identification code. (applicable to monitored systems only).
- your correspondence and communication preference with AlarmLine Security;

This list is not exhaustive and, in specific instances, we may need to collect additional data for the purposes set out in this Policy. The above personal data is collected directly, for example when you request a quotation or takeover.

## **SHARING DATA WITH THIRD PARTIES**

### **Our service providers and suppliers**

In order to make certain services available to you, we may need to share your personal data with some of our service partners. These include alarm monitoring stations (ARCS) & Police authorities. AlarmLine Security only allows its service providers to handle your personal data when we have confirmed that they apply appropriate data protection and security controls.

### **Other third parties**

Aside from our service providers, we will not disclose your personal data to any third party, except as set out below. We will never sell or rent our customer data to other organisations for marketing purposes.

We may share your data with:

- Authorising bodies such as BAFE & NSI. As a BAFE & NSI Gold approved company, we are required to share your data to achieve certification of compliance and issue of certificates. When BAFE or NSI act as authorised Assessing bodies, your information is shared confidentially by both parties solely for the purposes of approval to the scheme and maintenance of Approval.
- Debt collection agencies.
- Manufacturers to register products installed at your premises.
- Governmental bodies, regulators, law enforcement agencies, courts/tribunals and insurers where we are required to do so: -
  - a. to comply with our legal obligations;
  - b. to exercise our legal rights (for example in court cases);
  - c. for the prevention, detection, investigation of crime or prosecution of offenders; and
  - d. for the protection of our employees and customers.

## **Overseas transfers**

We will not transfer information you provide to countries outside the European Economic Area (EEA).

## **HOW LONG DO WE KEEP YOUR DATA?**

We will not retain your data for longer than necessary for the purposes set out in this Policy and what is necessary depends on the legal or regulatory requirements and industry practice.

## **HOW WE PROTECT YOUR DATA**

### **Our controls**

AlarmLine Security is committed to keeping your personal data safe and secure.

Our security measures include: -

- encryption of data;
- regular cyber security
- security controls which protect the entire AlarmLine Security IT infrastructure from external attack and unauthorised access; and
- internal policies setting out our data security approach and training for employees.

## **WHAT YOU CAN DO TO HELP PROTECT YOUR DATA**

AlarmLine Security will never send marketing emails. If you receive an email claiming to be from AlarmLine Security, please ignore it and do not respond.

## **Your rights**

You have the following rights:

- the right to ask what personal data that we hold about you at any time, and is free of charge. A £10 fee is payable to us if the request is manifestly unfounded or excessive.
- The right to ask for CCTV recordings of you taken from our premises at International House.
- The right to ask us to update and correct any out-of-date or incorrect personal data that we hold about you free of charge; and

If you wish to exercise any of the above rights, please contact us using the contact details set out below.

## Your Consent

By submitting your personal information you consent to the use of that information as set out in this policy.

## CHANGES TO PRIVACY POLICY

AlarmLine Security will review our privacy policy at regular intervals. If we change our privacy policy, notices on our website will be posted. This privacy policy was last updated 29 Mar 2018.

## CONTACT US

If you have any questions about how AlarmLine Security uses your personal data that are not answered here, if you want to exercise your rights regarding your personal data, please contact us by any of the following means:

- Email us at: [info@alarmlinesecurity.co.uk](mailto:info@alarmlinesecurity.co.uk)
- Write to us at: AlarmLine Security Ltd, International House, Riverside Industrial Estate, Lealand Way, Boston, Lincolnshire, PE21 7SW.
- Phone us on: 01205 310330 option 3

You have the right to lodge a complaint with the Information Commissioner's Office. Further information, including contact details, available at <https://ico.org.uk/>